DOCUMENT RESUME

ED 426 726 JC 990 054

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TITLE Future Trends in San Diego: Population, Income, Employment, Post College Wages and Enrollment.

INSTITUTION San Diego Community Coll. District, CA. Research and Planning.

PUB DATE 1998-11-00

NOTE 26p.

PUB TYPE Reports - Research (143)

EDRS PRICE MF01/PC02 Plus Postage.

DESCRIPTORS *Community Colleges; Demography; *Employment; Enrollment; *Income; *Population Trends; *Prediction; Statistical Data; Two Year Colleges; *Wages

IDENTIFIERS *San Diego Community College District CA

ABSTRACT

This report contains forecasted data for San Diego through the year 2015 and examines changes that have taken place over the past fifty years. Historically, San Diego population growth rates have been relatively high compared with the rest of the nation. Between 1998 and 2015, the population will not only become larger, it will become more ethnically diverse. Manufacturing, the military, and tourism have kept income and employment levels high. Since the 1970's income levels have stagnated and current per capita income levels are now below the national average. However, economists predict that California's economic growth and slow unemployment rates will make it a primary job hunting site for the rest of the nation. Community colleges will play a major role in raising income levels and the standard of living for San Diego residents, as well as in education. Feeder high school enrollments are predicted to increase steadily. Detailed in this report are: (1) population trends in San Diego, including demographic characteristics, age characteristics by ethnicity, and average annual population change by SRA and MSA; (2) employment and income trends; (3) enrollment at feeder high schools, with respect to City, Mesa, and Miramar colleges, and SDCCD; and (4) post-college wages and employment, specifically related to minorities, non-minorities, gender, and students under 25. (AS)

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FUTURE TRENDS IN SAN DIEGO
Population, Income, Employment, Post College Wages and Enrollment

San Diego Community College District
Research and Planning
November 1998

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INTRODUCTION

This report contains a series of reports of forecasted data for San Diego. Half a century ago San Diego was a very different place. The population, economy, income, and overall demographics have changed dramatically. This report will cover the changes that have taken place over the past fifty years and will include forecasted data for San Diego through the year 2015.

Over the last twenty-five years the average annual population growth rate in San Diego was nearly twice that of California's and four times the nations. Historically, population growth rates have been relatively high compared to the rest of the nation. The 1990 Census revealed that during the 1980's San Diego's growth was among the highest in the nation. By 2015, the average annual growth rate will slow to a level similar to the state but it will still be twice as high as the nation.

The population will not only become larger, it will become more ethnically diverse between now and 2015. In 1950, San Diego was much less ethnically diverse than it is today. Ninety percent of the region's population in 1950 was white. In 1990, the white population comprised 65% of the population, by 2015, whites will comprise 51% of the population, Latino's will comprise 32% of the population, and Asians will increase to 11%, while the African American population will remain the same that it is today at 6%. Much of the projected population growth will come from groups with historically high fertility rates.

Regional age characteristics will also change significantly. As the wave of baby boomers becomes older, the median age in San Diego will continue to increase. Currently the median age in San Diego is 30.9, by 2015 the median age will rise to 36.7 years. This trend holds true of all ethnic groups, each posting a higher median age in 2015 than in 1990.

Until the mid 1980's San Diego had a generally strong economy. Manufacturing, the military, and tourism have kept income and employment levels high, with income levels above the state and national average. For decades, manufacturing has been the primary employment base in San Diego. With the end of the cold war, defense expenditures and military contracts dramatically decreased. Between 1990 and 1993 nearly 40,000 wage and salary jobs were lost in the region, nearly 1/3 of those were higher paying manufacturing jobs. Beginning in the early 1990's , the number of service industry jobs soared, making the service sector the largest as well as the fastest growing sector of the economy. The composition of jobs created in the next quarter of a century will be far different from those created in the past half century. Forecasters predict an increase of 433,000 jobs from 1990-2015, or an average of 17,324 per year. Of all the jobs created between now and 2015 the largest increase will occur in the finance, insurance, and real estate service sectors.

In the 1970's per capita income was 36% higher than the national average. Since the 1970's income levels have stagnated and current per capita income levels are now below the national average. Economists predict, however, that the state's economic growth and slow unemployment rates will make it a primary job hunting site for the rest of the nation. Furthermore, economists predict San Diego could be one of the most popular destinations because the job market for highly skilled workers is improving. Before long we should be back on track with income levels comparable to that of California and the rest of the nation.

High School enrollments are predicted to increase steadily. The enrollments of the primary feeder high schools to the San Diego Community College District (SDCCD) are expected to increase slightly through the year 2003. With fall enrollment of high school students steadily increasing we can predict that future enrollment levels at the SDCCD will also increase.

The community college will play a major role in not only education, but in raising income levels and the standard of living for San Diego residents. By comparing the post college wages and

employment of community college completers (those who obtain a degree or certificate) to those of leavers (those who do not obtain a degree or certificate) we can demonstrate the importance of the role of the community college. SDCCD students receiving a vocational degree or certificate earned higher wages and were employed for longer periods than those who left college. In fact, by the third year after college completers earned an average of $31,671, whereas leavers earned $29,768. Completers were more likely to be working full-time (for four quarters) and earning over the state average manufacturing wage. Among students under 25 years old, differences in wages by educational attainment become more evident. In their third year out of college completers earned an average wage of $22,378. Leavers earned an average of $20,504. Completers were also more likely to be employed for four quarters and earning over the state average manufacturing wage.

Regardless of minority status, SDCCD students who are considered completers, realize long term economic benefits. By their third year out of college a higher percentage of minority and non-minority completers were employed for four quarters and had a faster rate of wage gain compared to those who left without receiving a degree or certificate. At the end of three years, minority completers earned less than non-minority completers, however, minority completers were more likely to be employed full-time (for four quarters) than non-minority completers.

When comparing the earnings by gender of SDCCD completers with the earnings of completers statewide at Californias Community Colleges (CCCs) we find some differences. While females generally earn less than males, at CCCs females earn $5,000 less than their counterparts at the SDCCD in their third year out of college ($23,512 vs.$28,987). California Community College males in their third year out of college earn almost $3,000 less than SCDCCD males ($29,543 vs. $32,472). For all students under 25 years old earnings differed dramatically between CCC and SDCCD students. At the SDCCD students in their last year of college earn close to $3,500 more than their counterparts at CCCs ($11,370 vs. $14,846 at the SDCCD). By their third year out of college SDCCD students earn about $4,000 more than their counterparts at the CCC. In summary with regard to annual wages, SDCCD students earn significantly more than CCC students statewide.

Population Trends in San Diego

Population Growth by Decade, 1950 to 2015

- The population gain in 1996 for the San Diego region was the largest seen in the last five years. The region added 42,344 people last year, an increase of 1.6%. This is about double the growth of the two previous years, though still far below the explosive gains of the 1980's.

By 2015 San Diego is expected to have 49% more residents than in 1990.

Diego has been increasing by an average of 49,700 persons a year, which means we will be reaching the 3 million mark by the year 2000 (SANDAG INFO, 1998).

- Over the last 25 years the region's average annual population growth rate was nearly twice that of California's and four times the nation's. By 2015, the average annual growth rate will slow to a level similar to the state but still twice as high as the nation's (Figure 1).

Table 1. Population Growth by Decade, San Diego (1950-2015)

Year	Total Population	Average Annual Increase
1950	560,400	---
1960	1,049,000	48,900
1970	1,367,200	31,900
1980	1,873,400	50,600
1990	2,520,500	64,700
2000	3,002,100	48,200
2015	3,8616,200	53,800

Source: *SANDAG, Info* 1998

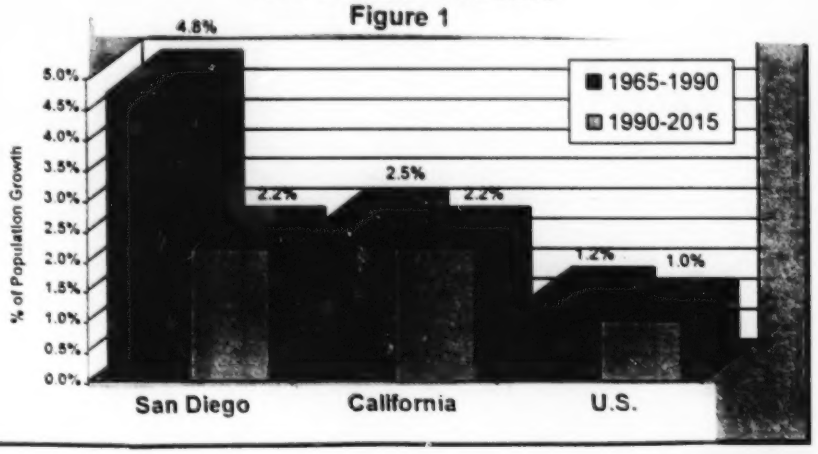
- Nineteen ninety-six was the second consecutive year that growth exceeded that of the previous year. The San Diego Region will continue to grow in the foreseeable future according to population forecasts.

- By 2015 the San Diego region is expected to have 49% more residents than in 1990, or a population of 3.8 million people, a net gain of nearly 1.3 million people from the 1990 census of 2.5 million people.

- Population in the region of San

Population Growth Rates for San Diego, California, and the U.S. 1965-1990 and 1990-2015

Figure 1



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Demographic Characteristics of San Diego

- In 1950 San Diego was much less ethnically diverse than it is today. Ninety percent of the region's population in 1950 was White.
- Significant changes have occurred since 1950 as our region has attracted persons of all ethnic backgrounds. Foreign and domestic migration and differences in birth rates have helped to create the diversity seen in the region today.
- The population will not only become larger but will become more ethnically diverse between now and 2015, as much of the projected population growth will come from groups with historically high fertility rates.

By 2015, the proportion of Latino will increase to 32%, the Asian to 11%, while the African-American population will remain the same.

population will remain the same (see Figure 2).

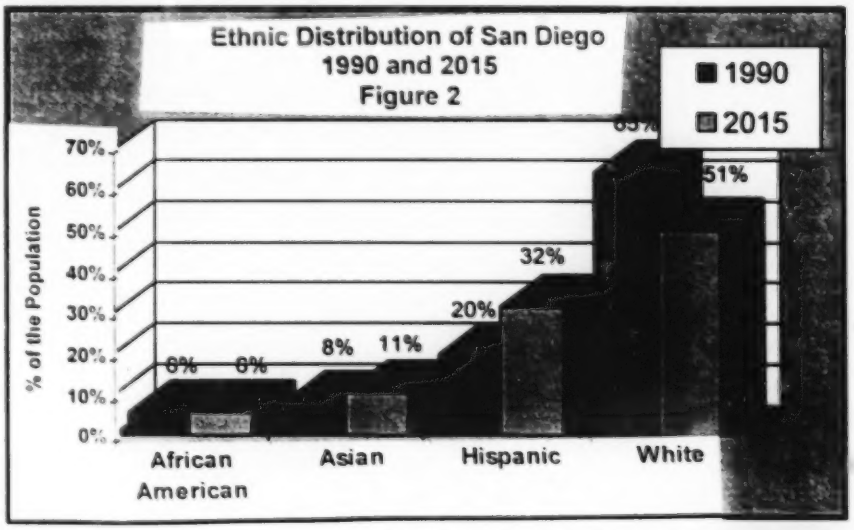
- The Latino population has the highest total fertility rates, with an average of 3.6 births, followed by African-Americans with a total fertility rate of 2.7.
- The Asian population has a fertility rate of 2.3, the White population has a fertility rate of 1.9. These fertility rates translate into the Latino population increasing by 133%, Asians/Others increasing by 105%, and the African American population increasing by 51% by the year 2015 (SANDAG INFO, 1998).
- The percentage of Whites will increase by only 16% during this time period (Table 2 and Figure 2).

Table 2. Demographic Characteristics, San Diego (1990-2015)

Year/ Change	African American	Asian/ Other	Latino	White	Total Population
1990	151,400	205,900	515,500	1,647,700	2,520,500
2000	180,400	288,500	776,700	1,758,800	3,004,400
2010	213,600	380,500	1,054,000	1,869,700	3,517,800
2015	228,700	422,600	1,201,300	1,910,700	3,763,300
% Change	51.1%	105.2%	133%	16.0%	49.3%

Source: *SANDAG, Info* 1998

- In 1990, the White population comprised 65% of the population, by 2015, whites will comprise 51% of the population.
- In 1990 Latino's were 20% of the population, African Americans were 6% and Asians/Others comprised 8% of the population.
- By 2015, the proportion of the population identifying themselves as Latinos or Hispanic will increase to 32%, Asians will increase to 11%, while the African-American



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Age Characteristics by Ethnicity

- Age distribution varies widely among the four ethnic groups.
- The White population had a median age in 1990 of 34.4 years, significantly older than that of the other ethnic groups.
- The Latino population had a median age of 24.3 years in 1990, nearly ten years younger than the white population (Table 3).

As the wave of baby boomers becomes older, the median age in San Diego will continue to increase. Currently the median age in this region is 30.9 years. By 2015, the median age will rise to 36.7 years.

to increase. Currently the median age in the region is 30.9 years. By 2015 the median age will rise to 36.7 years.

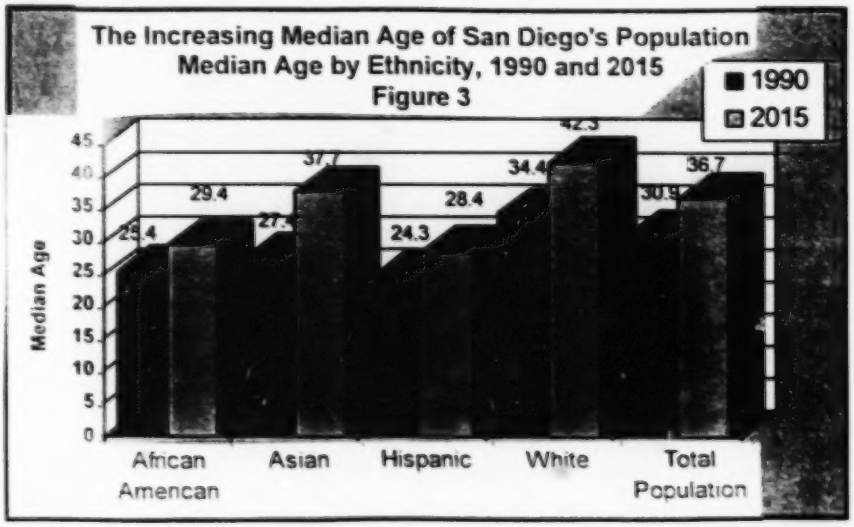
- This trend holds true for all ethnic groups, each posting a higher median age in 2015 than in 1990.

Table 3. Median Age by Ethnicity, San Diego (1990 and 2015)

Year	African American	Asian Other	Hispanic	White	Total Population
1990	25.4	27.4	24.3	34.4	30.9
2015	29.4	37.3	28.4	42.3	36.7

Source: SANDAG, *Info* 1998

- The White population's median age will increase to 42.3, followed by the Asian population with a median age of 37.3, and the African American with a median age of 29.4 (Table 3 & Figure 3). The Latino population will remain the youngest, with a median age of 28.4 in 2015 (SANDAG, 1998).
- In 1990 the African American population was slightly older than the Latino with a median age of 25.4 years.
- In 1990, the Asian population's median age was 27.4 years, the oldest of the ethnic minority groups, but still below the regional average and seven years below the median age of Whites; Table 3 and Figure 3 (SANDAG INFO, 1998).
- As the wave of baby boomers becomes older, the median age in the region will continue



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Average Annual Population Change by Subregional Areas (SRA) and by Major Statistical Areas (MSA)

- Table 4 (page 6) compares current population estimates to the 1990 Census by Subregional Areas (SRAs) and Major Statistical Areas (MSAs).

- MSAs are aggregations of the SRAs and divide the region into seven parts (Table 4). The region has grown by more than 226,000 persons in the seven years since the census. About 31% of that growth (69,543 people), occurred in the North City MSA.

- One SRA within North City (Del Mar- Mira Mesa) has accounted for over 10% of the region's post-census population increase by gaining 23,543 people. This is approximately the same gain as the entire Central MSA (SANDAG INFO, 1998). This SRA includes the communities of Carmel Valley and Mira Mesa, both of which have added significant numbers of new housing units since 1990.

- The other two SRAs which captured a significant share of the regions' growth over the past seven years were Oceanside and Sweetwater, accounting for 8.7% and 6.8% respectively. Two SRAs, Peninsula and Pendleton, have actually lost population since the 1990 Census (Table 4).

- The MSA with the second largest share of regional population growth since 1990 is North County East, grew by 17% (38,000 people). Here, the growth was spread more evenly, with the largest growth occurring in San Marcos (5.3%) , Escondido (4.8%) and Vista (3.5%) (Table 4).

The region has grown by more than 226,000 persons in the seven years since the census. About 31% of that growth (69,543 people), occurred in the North City MSA.

- The East County MSA has grown the fastest at almost 2% each year since 1990 (Table 4 and Figure 4). However, this may be misleading due to the relatively small population of this MSA. The 2,558 person increase since 1990 accounts for only about 1% of the region's growth. The highest actual growth is found in the two MSAs which also experienced the greatest numeric increases, North City and North County East (Table 4 and Figure 4).

- In summary, the region comprising the SDCCD is expected to grow modestly over the next 10 years. The northern tier of the district is expected to show the preponderance of the growth while the central city area is expected to grow much more slowly. Stronger growth can be found in newly developing MSAs of North, East and South County.

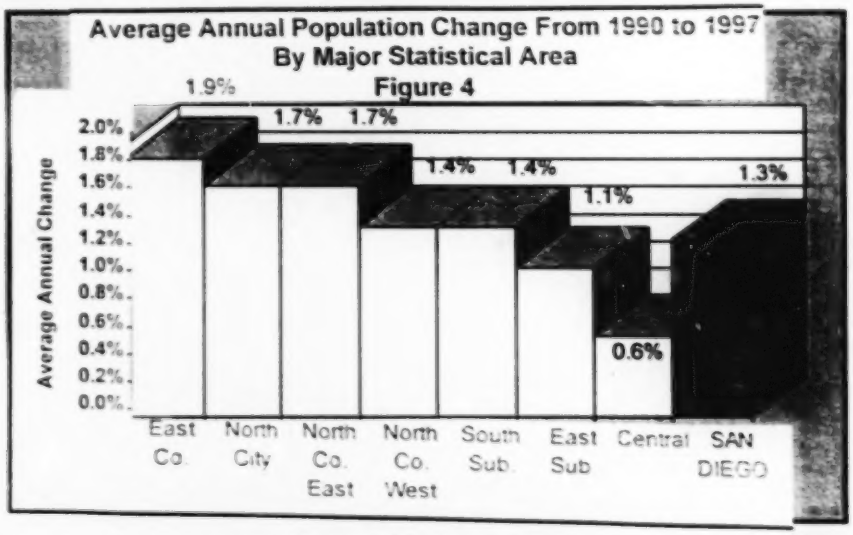

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Table 4. Total Population of San Diego by Subregional Area and Major Statistical Area

SRA	1990	1997	Avg. Annual Change
Central San Diego	154,354	163,932	0.9
Peninsula	64,891	62,374	-0.6
Coronado	26,540	29,229	1.4
National City	54,078	56,173	0.6
Southeast San Diego	147,489	154,353	0.7
Mid-City	148,368	153,490	0.5
Central Mesa MSA	***595,720***	***619,551***	***0.6***

SRA	1990	1997	Avg. Annual Change
Jamul	9,398	11,265	2.7
Spring Valley	72,720	80,081	1.4
Lemon Grove	28,148	29,234	0.6
La Mesa	54,999	58,977	1.0
El Cajon	111,180	117,346	0.8
Santee	51,477	53,955	0.7
Lakeside	49,654	53,191	1.0
Harbinson Crest	13,229	15,068	1.9
Alpine	10,556	12,873	3.0
Ramona	27,930	31,607	1.8
East Suburban MSA	***429,921***	***463,597***	***1.1***

SRA	1990	1997	Avg. Annual Change
San Dieguito	77,935	82,254	0.8
Carlsbad	75,875	84,933	1.7
Oceanside	120,702	140,500	2.3
Pendleton	35,682	34,081	-0.7
North County West MSA	***310,194***	***341,768***	***1.4***

SRA	1990	1997	Avg. Annual Change
Palomar-Julian	5,354	6,066	1.9
Laguna Pine Valley	4,915	5,392	1.4
Mountain Empire	5,390	6,160	2
Anza Borrego Springs	2,989	3,588	2.7
East County MSA	***18,648***	***21,206***	***1.9***

SRA	1990	1997	Avg. Annual Change
Kearny Mesa	137,165	142,122	0.5
Coastal	74,167	78,635	0.9
University	42,725	50,109	2.4
Del Mar/Mira Mesa	97,157	120,610	3.3
North San Diego	67,763	78,174	2.1
Poway	60,732	72,920	2.7
Miramar	3,089	4,304	5.0
Elliott-Navajo	87,194	92,661	0.9
North City MSA	***569,992***	***639,535***	***1.7***

SRA	1990	1997	Avg. Annual Change
Escondido	123,958	134,854	1.3
San Marcos	50,441	62,493	3.2
Vista	80,094	87,979	1.4
Valley Center	16,115	18,413	2
Pauma	4,535	5,198	2
Fallbrook	37,334	41,828	1.7
North County East MSA	***312,477***	***350,765***	***1.7***

SRA	1990	1997	Avg. Annual Change
Sweetwater	45,558	60,985	4.4
Chula Vista	99,671	105,651	0.9
South Bay	116,465	121,379	0.6
South Suburban MSA	***261,694***	***288,015***	***1.4***

	1990	1997	Avg. Annual Change
ALL SAN DIEGO REGIONS	***2,498,016***	***2,724,437***	***1.3***

Source: *SANDAG, Info* 1998

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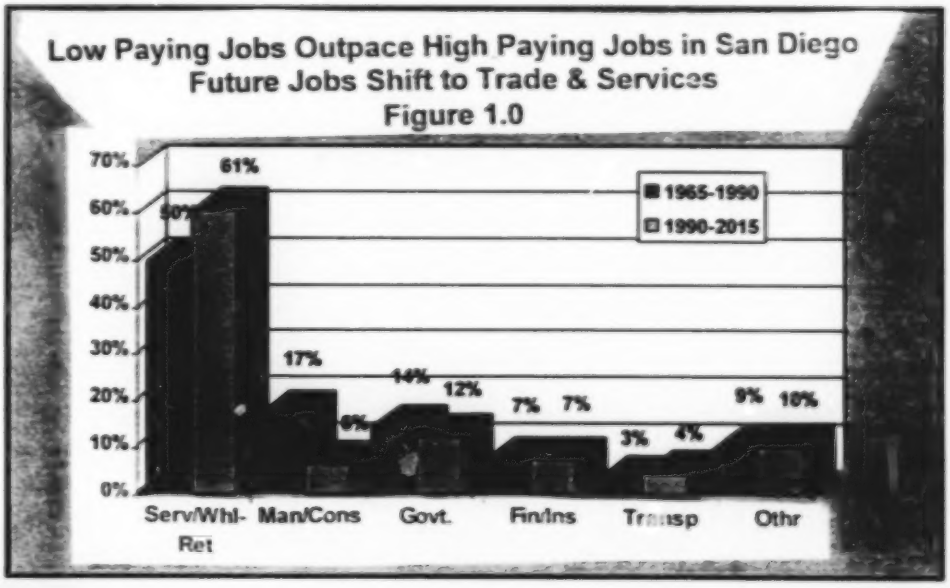
Employment and Income Trends in San Diego

- For the last 50 years, much of San Diego has relied on manufacturing as its primary employment base.
- During the aerospace boom of the late 1950's, employment significantly increased in the region. Employment increased steadily over the next thirty years as a result of continued military expansion.
- Our manufacturing base has relied heavily on Department of Defense expenditures, military payroll jobs and jobs supporting military contracts to bring billions of dollars into the San Diego region. These expenditures helped bolster many manufacturing sectors of the economy.
- Locally our population and employment growth rates are correlated to national economic cycles and are sensitive to military spending.
- During the early 1980's, defense-related expenditures doubled from $4.6 billion to $9.6 billion. By the late 1980's employment rates fell dramatically due to military downsizing.
- Towards the end of the cold war, military cutbacks and defense expenditures in this region have leveled off, averaging roughly $10 billion annually between 1988 and 1992. Military downsizing has resulted in defense firm layoffs.
- Between 1990 and 1993 nearly 40,000 wage and salary jobs were lost in this region. Nearly 1/3 of those were higher paying manufacturing jobs.

Between 1990 and 2015, over half of all new jobs in San Diego will be in the Wholesale/Retail Trade and Service sectors (61%).

- Of all the jobs created between 1965 and 1990, half were created in the Wholesale/Retail Trade and Service sectors.
- Manufacturing and Construction jobs made up 17% of the new jobs during this period, while government made up 14% (Figure 1.0).
- Between 1990 and 2015 three out of every five new jobs will be in either the Service or Trade industries. Slower absolute growth will occur in the manufacturing and government sectors.

Low Paying Jobs Outpace High Paying Jobs in San Diego
Future Jobs Shift to Trade & Services
Figure 1.0



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Of all the jobs that will be created through 2015, the largest percentage of growth will occur in the Finance, Insurance/Real Estate (47.7%), Services (46%), and Wholesale/Retail Trade sectors (40.5%).

- Manufacturing and Construction jobs will make up only 7% of new jobs, 7% percent of all jobs will be in the Finance/Insurance/Real Estate sectors.

- Forecasters predict an increase of 433,000 jobs from 1990-2015, or an average of 17,324 per year.

- Total Civilian employment is expected to increase by 33% from about 1.09 million in 1990 to 1.45 million in 2015.

- The number of jobs in Construction will increase by 35% between 1990 and 2015, while the number of jobs in Manufacturing will increase by almost 11%.

- The largest growth will occur in the percentage of jobs in the Finance/Insurance-Real Estate Sectors (47.7%).

- The number of jobs in the Service Industry will also increase markedly. A net decrease will occur in the percentage of jobs located in the agriculture/mining industry, this industry will decrease by about 12% between 1990 and 2015.

- The composition of jobs created in the next quarter of a century will be far different from those created in the past half century.

- Out of all the jobs created through 2015, the largest percentage of growth will occur in the Finance, Insurance and Real Estate (47.7%), Services (46%), and Wholesale and Retail Trade (40.5%) sectors.

- Services and Trade also account for the largest numeric increases, 123,000 and 96,000 new jobs respectively.

Employment Trends in San Diego, 1990-2015

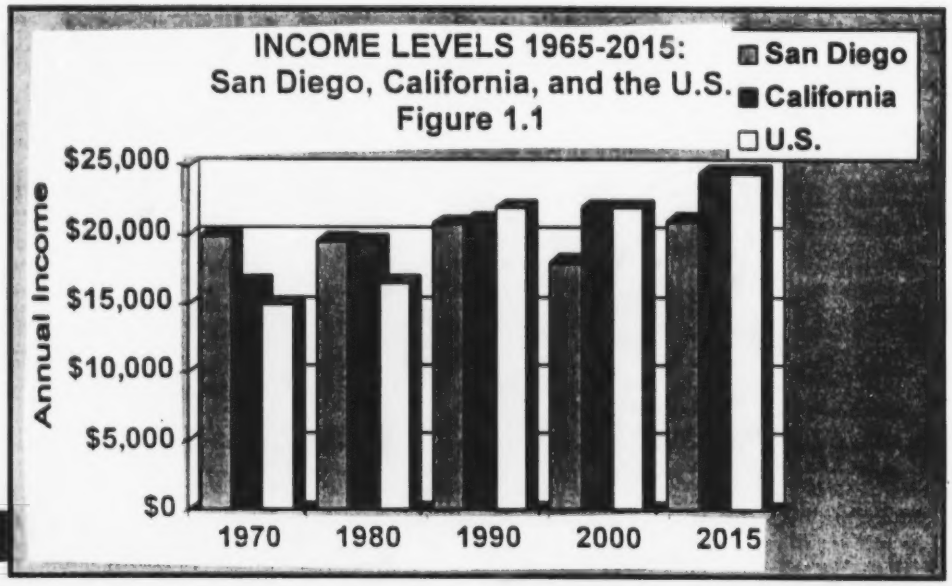
Employment	*1990*	*2000*	*2015*	*Absolute*	*Percent*
Total Labor Force	1,209,400	1,287,200	1,642,500	415,100	34.3
Civilian	1,087,100	1,140,900	1,450,400	363,300	33.4
Agricult & Mining	11,500	10,400	10,100	(1,400)	-12.2
Construction	51,600	47,800	69,900	18,300	35.5
Manufacturing	134,200	136,500	148,800	14,300	10.9
Trans/Com/Utilities	36,400	39,000	50,200	13,800	37.9
Wh/ Retail-Trade	236,700	247,400	332,500	95,800	40.5
Financ/Ins/R Estate	63,900	69,100	94,400	30,500	47.7
Services	266,200	301,100	389,600	123,400	46.4
Government	177,000	182,500	216,700	39,700	22.4
Self-Employed	109,600	107,100	138,200	28,600	26.1

Source: *SANDAG, Info* 1998

Income Trends in San Diego

- Half a century ago the effects of World War II transformed the region of San Diego from a small town into a true metropolis. Manufacturing businesses geared up for wartime production and tens of thousands of people moved into the area in search of economic opportunities.
- Dramatic growth occurred in military activity and related employment as well as the tourism industry which marketed San Diego as a visitor destination. These impacts would forever change the economy and demographics of the region.
- Locally the economy was transformed from an agricultural base to one which included significant employment in manufacturing. This shift resulted in dramatic changes in the region's income.
- Due to the structural changes which occurred during the 1940's, residents of this region enjoyed a relatively high standard of living and an income 28% higher than the national averages. Post World War II wages in this region generally exceeded the state and national averages.
- By 1965 personal income was $15,000, in 1970 it jumped to $19,500, 35% higher than the national average (Figure 1.1).
- Since the 1970's income levels in this region have stagnated. Over the past 20 years, service sector jobs have become an increasingly larger share of the region's job base.
- Between 1970 and 1980 per capita income only increased $200. Between 1980 and 1990 per capita income increased about $1,000 to $20,800.
- Between 1980 and 1990, the number of service jobs increased 61%, making the service sector the largest as well as the fastest growing job sector in the region. Service jobs, on average, pay about 40% lower than the average manufacturing jobs.
- Currently per capita income levels are lower than the national average (Figure 1.1).

By 1965 personal income was $15,000, in 1970 it jumped to $19,500, 35% higher than the national average.



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- Over the next 25 years per capita income in this region is not expected to increase at all (Table 1).

- Big business and government are developing projects to help the local economy, raise income levels, and establish a higher standard of living for residents of the San Diego region.

- Two examples of recent development projects established by the city of San Diego are: 1) The World Trade Center, and 2) the San Diego Economic Development Corporation, established by Team San Diego. These efforts are designed to make the region more "business friendly" other local jurisdictions are also working to streamline their business-related regulations.

- Under the Economic Prosperity Strategy of the overall Regional Growth Management Strategy, SANDAG (San Diego Association of Governments) has organized efforts to help the region regain the losses posted during the current recession and provide a rising standard of living for more of our region's residents.

- The Economic Prosperity Strategy addresses the economic restructuring process currently taking place.

- The Strategy proposes region-wide standards and objectives to raise the standard of living.

- Actions required to achieve the objectives recommended by the Strategy are: 1) To enhance and develop regional capital facilities in the region; 2)ensure a more productive labor force by properly educating and or training regional residents; 3) encourage the expansion and retention of high level jobs; 4) and finally, to create jobs in industries that require a better educated, trained, and highly skilled labor force

- Although international recessions negatively impact our export industries, the diversification of the San Diego economy into high tech industries should provide for greater economic stability in the future.

- Economists project that the state's economic growth and low unemployment rates will soon make it a primary job-hunting site for the rest of the nation.

- Furthermore, economists predict San Diego could be one of the most popular destinations because its job market for highly skilled workers is growing (Tom Lieser, UCLA, 1998).

- The community college will play a major role in not only education, but in achieving the objectives of raising income levels and the standard of living for San Diego area residents. Before long, we should be back on track with income levels comparable to that of California and the rest of the nation.

Table 1: Income Changes in San Diego, 1965-2015

Real Per Capita Income						
1965	1970	1980	1990	2000	2015	Change Betw. 1990-2015
$15,000	$19,500	$19,700	$20,800	$18,900	$20,800	$0

Source: *SANDAG, Info* 1998

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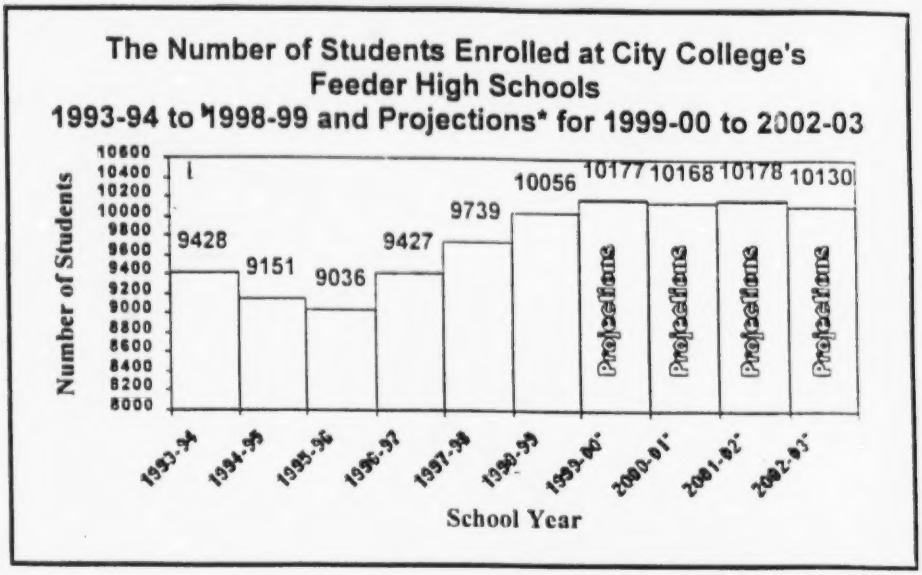
Enrollment at Feeder High Schools

City College

- The primary feeder high schools to City College are six schools within the San Diego Unified District: Crawford, Garfield, Hoover, Lincoln, Morse, and San Diego High Schools. These six high schools are the focus of this section.

- Of the 1997 high school graduates within the City College service area, who attended City College in the Fall of 1997, 48% came from the above high schools.



- From the 1993-94 to the 1995-96 school year, high school enrollment decreased by 392 students, a 4% decline (see graph above).

- From the 1995-96 to the 1998-99 school year, high school enrollment increased by 1020 students, or 11%.

From 1996-97 to 1998-99, the rate of growth of student enrollment at City College's feeder high schools peaked.

- Next year, 1999-00, high school enrollment is expected to increase by 121 students (1%).

- Projections for 1992-2002 show stable enrollment. San Diego Unified estimates only minor shifts in student enrollment from year to year with fluctuations not exceeding half a percent. Forecasts show a leveling off of student enrollment by the year 2003.

- During the past three school years, 1996-97 and 1998-99, student enrollment showed significant growth.

The Number of Students Enrolled at City's and SDCCD's Feeder High Schools

College	*1993-94*	*1994-95*	*1995-96*	*1996-97*	*1997-98*	*1989-99*	*1999-00*	*2000-01*	*2001-02*	*2002-03*
City	9428	9151	9036	9427	9739	10056	10177	10168	10178	10130
SDCCD	24485	24684	25287	26032	26849	27623	27981	28067	28066	28057

Sources: High school enrollment data were compiled from San Diego County Office of Education data, San Diego City Unified CBEDS Profiles Enrollment, by Grade Level, October 1995 to October 1997. High school enrollment projections were compiled from San Diego Unified data, Historic and Projected Enrollment by School 1995-96 to 2002-03, October 12, 1998.

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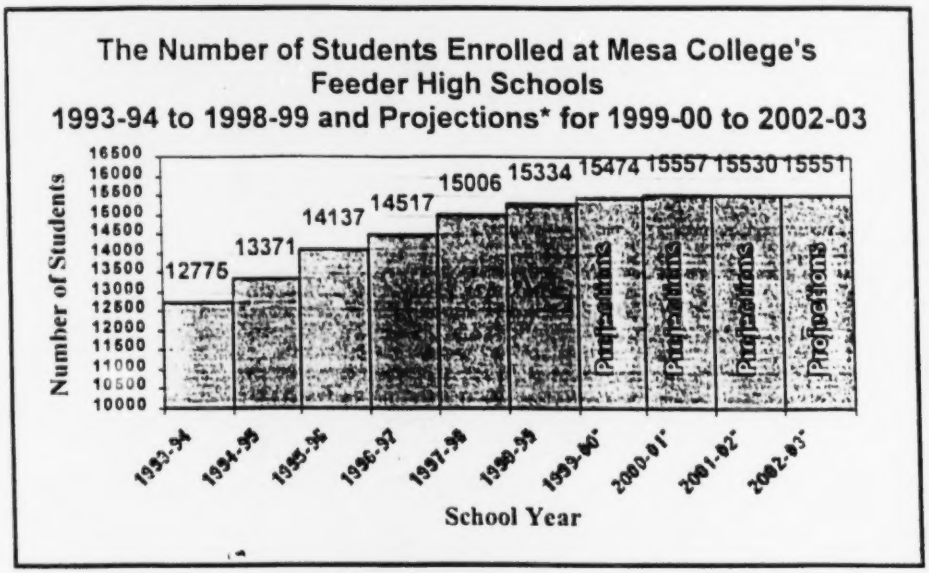
Mesa College



- The primary feeder high schools to Mesa College are nine schools within the San Diego Unified District: Clairemont, Kearny, La Jolla, Madison, Mission Bay, Point Loma, Scripps Ranch, Serra, and University City High Schools. In this section, enrollment at the high schools listed above will be examined.

- Of the 1997 high school graduates within the Mesa College service area who attended Mesa College in the Fall of 1997, 54% came from the above high schools.

- From the 1993-94 to the present school year (1998-99), high school enrollment increased substantially with 2559 more students attending Mesa's feeder high schools. This is a 20% growth in high school enrollment over this six year span.

From the 1993-94 to the 1998-99 school year, enrollment at Mesa's feeder high schools increased by 20%.

- Next year, 1999-00, high school enrollment is expected to increase by 140 students, a slight increase of 0.9% from this school year.

- Enrollment projections for Mesa College's feeder high schools are similar to those for City College's feeder high schools. San Diego Unified estimates only insignificant fluctuations in student enrollment with percent change from year to year of less than 1.2%. Student enrollment is expected to remain stable over the next four years.

- The rate of growth in student enrollment, over the past six years 1993-94 to 1998-99, is evident in the graph above. The inundation of students at these Mesa College feeder schools during this period affects the student population at Mesa and will continue to do so through the early years of the next century.

The Number of Students Enrolled at Mesa's and SDCCD's Feeder High Schools

College	*1993-94*	*1994-95*	*1995-96*	*1996-97*	*1997-98*	*1989-99*	*1999-00*	*2000-01*	*2001-02*	*2002-03*
Mesa	12775	13371	14137	14517	15006	15334	15474	15557	15530	15551
SDCCD	24485	24684	25287	26032	26849	27623	27981	28067	28066	28057

Sources: High school enrollment data were compiled from San Diego County Office of Education data, San Diego City Unified CBEDS Profiles Enrollment, by Grade Level, October 1993 to October 1997. High school enrollment projections were compiled from San Diego Unified data, Historic and Projected Enrollment by School 1993-94 to 2002-03, October12, 1998

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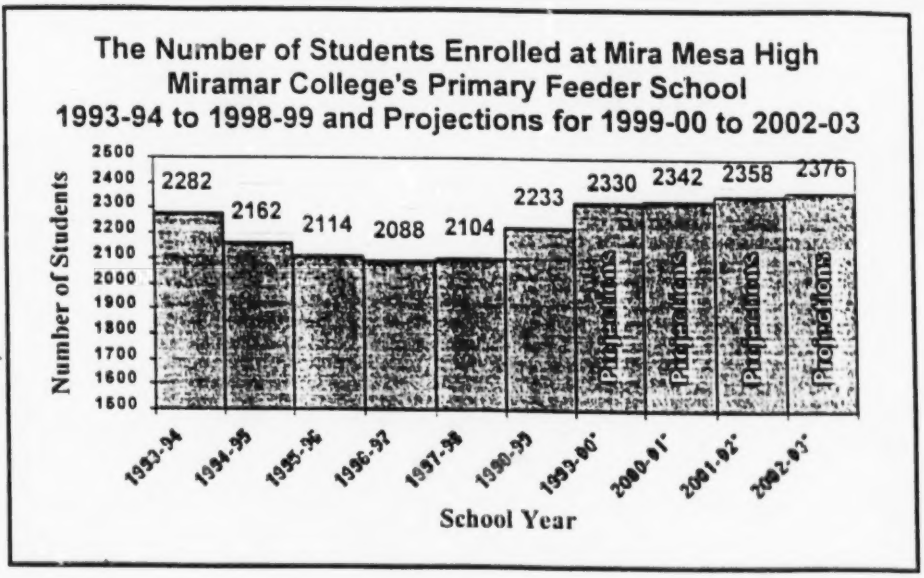
Miramar College

- The primary feeder high school to Miramar College is Mira Mesa High School. In this section, the student enrollment at Mira Mesa High will be discussed.

- Of the 1997 high school graduates within the Miramar College service area, who attended Miramar College in the Fall of 1997, 48% came from Mira Mesa High School.



- From the 1993-94 to the 1996-97 school year, enrollment decreased by 194 students, a 9% decline in high school enrollment.

- Three consecutive years of enrollment decline were followed by three years of enrollment gains. From the 1996-97 to the 1998-99 school year, enrollment increased by 145 students (a 7% growth). In the current school year, enrollment figures have finally rebounded to the 1993-94 levels.

Enrollment projections for Mira Mesa High School for the next four school years follow a trend of modest but continuous gains.

- Next year, 1999-00, enrollment is expected to exceed this year's figures by 97 students, a climb of 4% (Enrollment and Percent Change table page 5).

- Projections for the next four school years show slow growth, with a 0.5% rise in enrollment from 1999-00 to 2000-01, a 0.7% growth from 2000-01 to 2001-02, and a 0.8% increase from 2001-02 to 2002-03. San Diego Unified estimates that Mira Mesa High School will grow about one-tenth of a percent (0.1%) every year during this period.

- The steady rate of growth at Mira Mesa High School corresponds to forecasts of population growth in the Miramar College service area. The gradual slope of enrollment provides a cushion for Miramar College to better prepare for future growth and uncertainties.

The Number of Students Enrolled at Miramar's & SDCCD's Feeder High Schools

College	*1993-94*	*1994-95*	*1995-96*	*1996-97*	*1997-98*	*1989-99*	*1999-00*	*2000-01*	*2001-02*	*2002-03*
Miramar	2282	2162	2114	2088	2104	2233	2330	2342	2358	2376
SDCCD	24485	24684	25287	26032	26849	27623	27981	28067	28066	28057

Sources: High school enrollment data were complied from San Diego County Office of Education data, San Diego City Unified CBEDS Profiles Enrollment, by Grade Level, October 1995 to October 1997. High school enrollment projections were complied from San Diego Unified data, Historic and Projected Enrollment by School 1995-96 to 2002-03, October12, 1998

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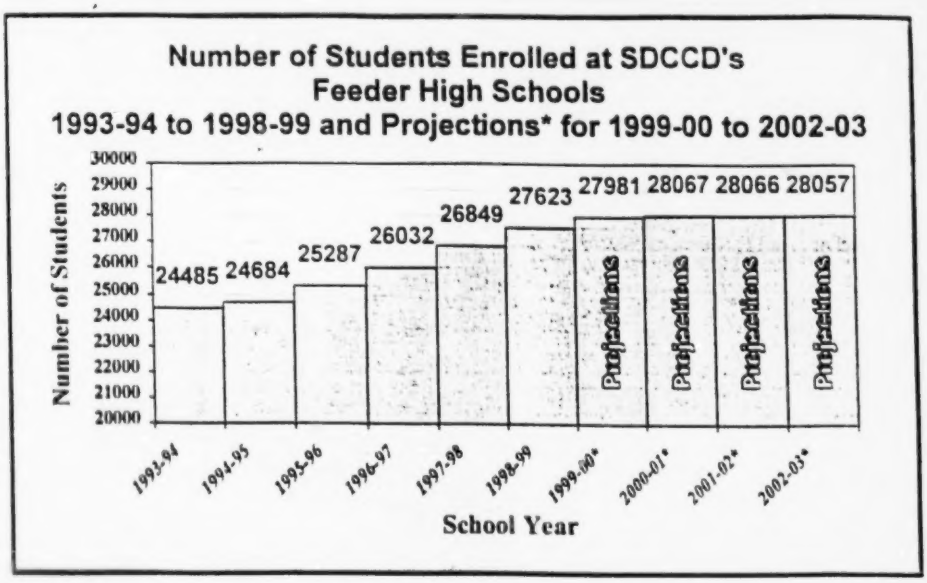
SDCCD



- The primary feeder high schools to SDCCD are 16 schools within the San Diego Unified District: six City College feeder schools (Crawford, Garfield, Hoover, Lincoln, Morse, and San Diego High Schools), nine Mesa College feeder schools (Clairemont, Kearny, La Jolla, Madison, Mission Bay, Point Loma, Scripps Ranch, Serra, and University City High Schools), and one Miramar College feeder school (Mira Mesa High School). In this section, enrollment at these sixteen schools will examined.

- Of the 1997 high school graduates within the SDCCD service area, who attended an SDCCD campus in the Fall of 1997, 52% came from these sixteen high schools.

- Because enrollment at Mesa College's feeder high schools constitute the largest proportion of district feeder school enrollment, the shape of the graph above resembles the bar chart for Mesa College (compare the graph on page 2 to the graph above).

- From 1993-94 to the current school year (1998-99), enrollment increased substantially with 3138 more students attending the sixteen feeder high schools during this school year than in 1993-94, for a 13% growth in high school enrollment over this period.

From 1993-94 to the current school year, enrollment increased substantially with 3,138 more students attending the sixteen SDCCD feeder high schools during this year than in 1993-94 (a 13% growth in high school enrollment over this period).

- Next year, 1999-00, enrollment is expected to increase by 358 students, a slight gain of 1% from this school year.

- Enrollment projections for SDCCD feeder schools show only minor fluctuations in student enrollment with the percent change from year to year not exceeding 1.3% (see Enrollment and Percent Change table page 5). Thus, student enrollment is expected to remain stable over the next four years.

- The high rate of growth in student enrollment from 1993-94 to the current year is evident in the graph above. The surge in the number of students enrolled at these sixteen high schools currently affects the student population at SDCCD, and will affect enrollment in future years.

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*Enrollment and Percent Change** Year-to-Year at SDCCD's Feeder High Schools*

College	*1993-94*	*1994-95*	*1995-96*	*1996-97*	*1997-98*	*1989-99*	*1999-00*	*2000-01*	*2001-02*	*2002-03*
City	9428	9151	9036	9427	9739	10056	10177	10168	10178	10130
% Change		-2.94	-1.26	4.33	3.31	3.25	1.20	-0.09	0.10	-0.47
Mesa	12775	13371	14137	14517	15006	15334	15474	15557	15530	15551
% Change		4.67	5.73	2.69	3.37	2.19	0.91	0.54	-0.17	0.14
Miramar	2282	2162	2114	2088	2104	2233	2330	2342	2358	2376
% Change		-5.26	-2.22	-1.23	0.77	6.13	4.34	0.52	0.68	0.76
SDCCD	24485	24684	25287	26032	26849	27623	27981	28067	28066	28057
% Change		0.81	2.44	2.95	3.14	2.88	1.30	0.31	0.00	-0.03

Sources: High school enrollment data were complied from San Diego County Office of Education data, San Diego City Unified CBEDS Profiles Enrollment, by Grade Level, October 1995 to October 1997. High school enrollment projections were complied from San Diego Unified data, Historic and Projected Enrollment by School 1995-96 to 2002-03, October12, 1998.

**Positive values in percent change indicate an increase in enrollment from the previous year; negative values in percent change indicate a decline in enrollment from the previous year.

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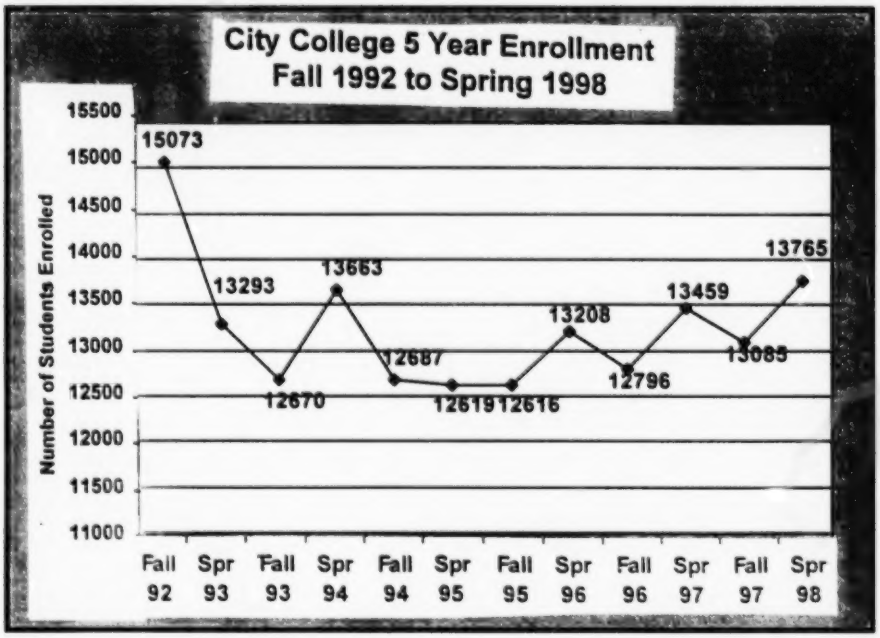
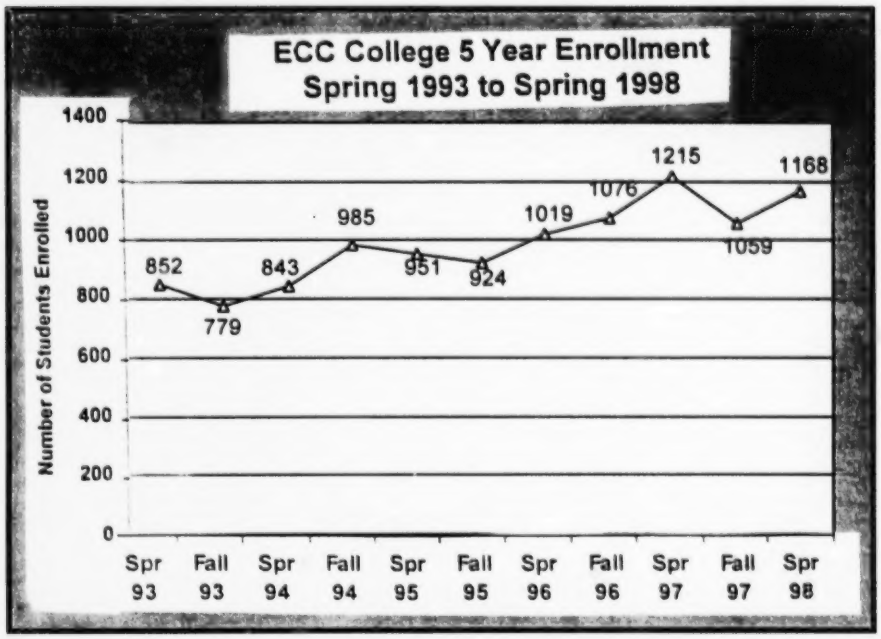
SDCCD Enrollment- The Past 5 Years

- Between 1970 and the mid 1980s enrollment at two-year institutions grew by 112%
- During the 1990s nationwide enrollment at two-year community colleges began to decrease.
- At the SDCCD, enrollment rose in the 1980's and fluctuated in the early 1990s. Since 1996 enrollments has increased.
- Nationally, high school enrollment rose in the early 1970s and stared to decline in the 1980s.





- By the 1990's enrollments began to increase and have since stabilized.
- Locally, with fall enrollment of high school students steadily increasing into the year 2003, we can expect an increase in enrollment at the SDCCD.
- Between now and the year 2003, enrollments are expected to increase at the major "feeder" into the San Diego Community District Colleges.

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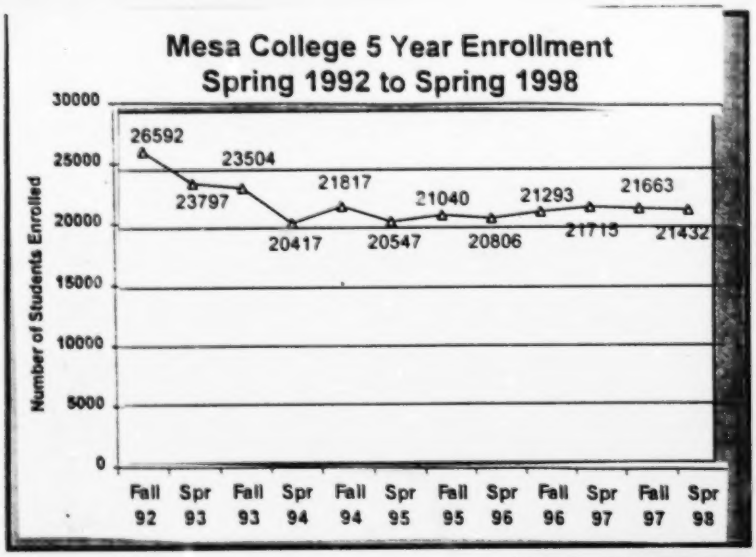

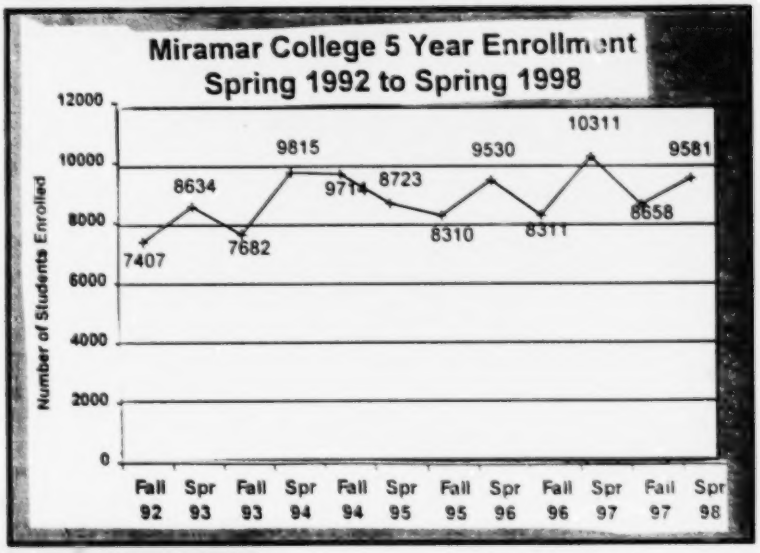

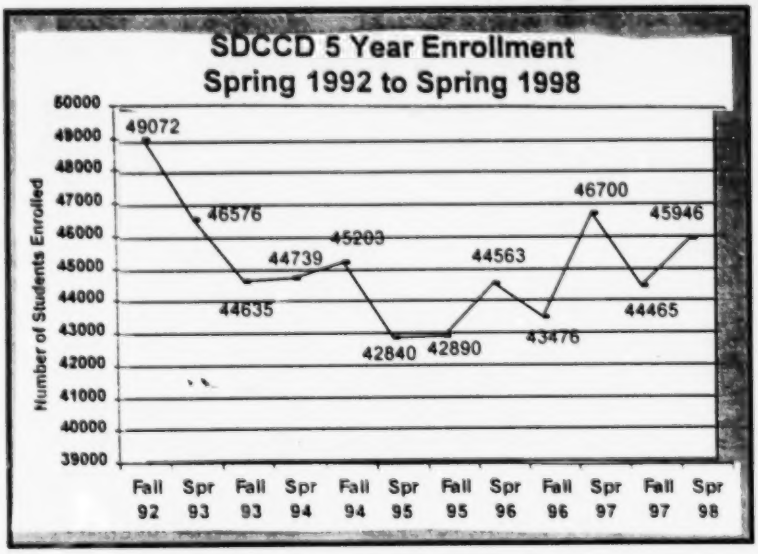

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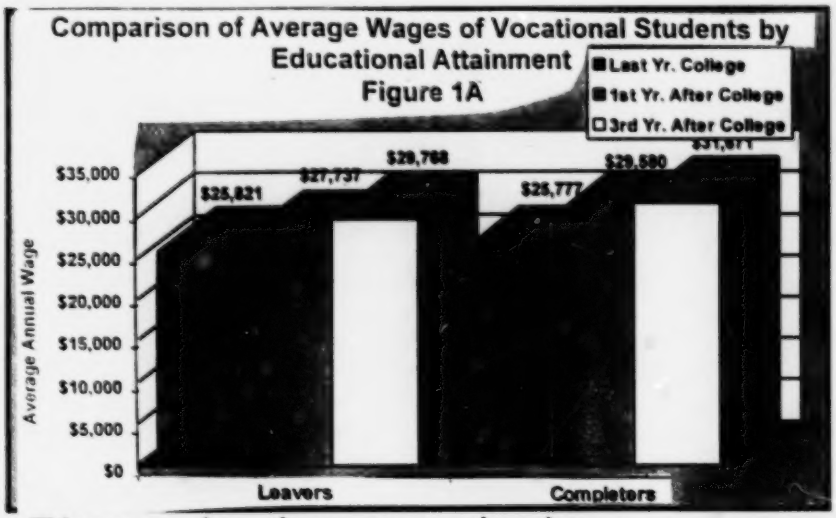
Post College Wages and Employment

A Comparison of Wages and Employment by Educational Attainment and Age



- This measure shows the average annual earnings of San Diego Community College students and Continuing Education during their last year in college and in their third year out of college.
- Official employer reported data were used from the Employment Development Department (EDD). This data is reported for purposes of Unemployment Insurance (UI) and tax withholding.
- UI wage records contain reports of earnings of each employee as required by State Unemployment Compensation Law. 95% of workers in California are included in UI wage records.
- Data for this report were gathered from the EDD/ UI wage report with a 75-80% match rate. In comparison, survey data usually result in a 10-15% return rate.
- UI wage data does not include those who are self employed, paid entirely on commission basis, federal employees, or those employed outside of California.
- Vocational programs at the San Diego Community District (SDCCD) prepare students to succeed in the labor market after completing their training.
- Student job placement and economic gains measured by wage rate after receiving a vocational certificate or associate degree were examined by tracking their wages and employment rates for three years after graduation.
- Figure 1A illustrates that SDCCD students receiving a vocational certificate or associate degree, (referred to as completers), were somewhat more successful than those who left without receiving a degree or certificate (referred to as leavers).
- Occupational success was measured by annual wages, rate of wage increase, the percentage earned over the average state manufacturing wages ($12,875), and the percentage of full year (four quarter) employment. Completers earned higher wages ($31,671)than leavers ($29,768) in their third year out of college.
- Although leavers started out at a higher wage rage than completers, by the second year out of college, the wages of completers had begun to surpass those of leavers. By the end of the third year out of college, completers continued to widen the wage gap between themselves and leavers.

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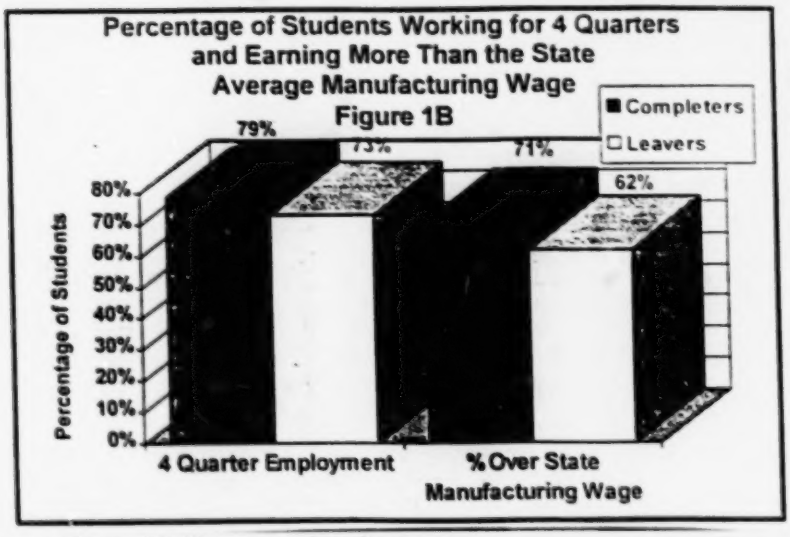
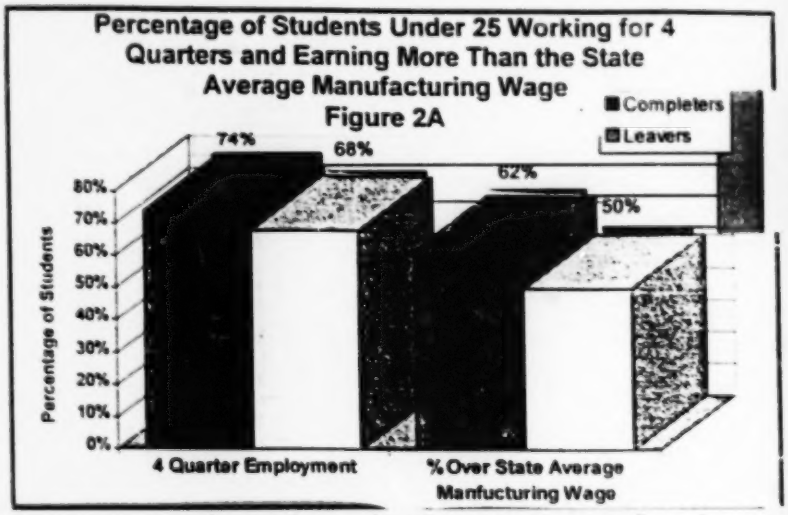
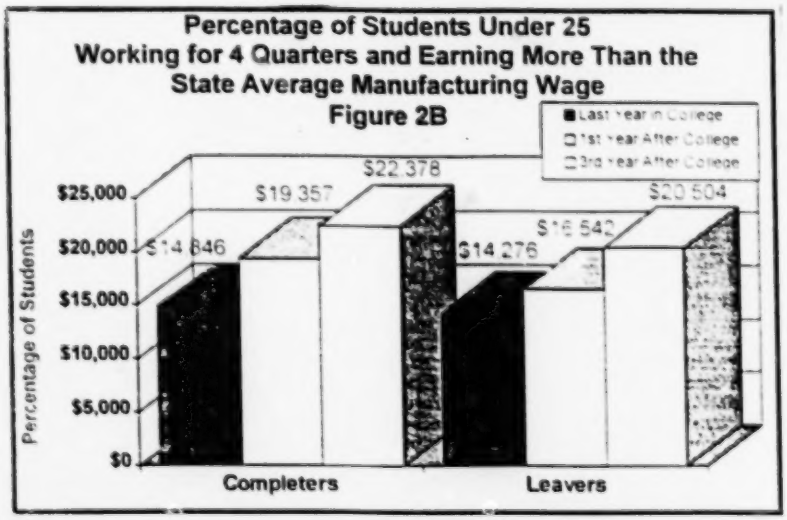


- Figure 1B illustrates that three years out of college, completers were more likely to be working for four quarters (79% of completers) and earning over the state manufacturing wage of $12,875 (71% of completers) than leavers. Seventy-three percent of leavers worked for four quarters and 62% earned more than the state average manufacturing wage.
- Figure 2A indicates that among students under 25 year old, differences in wages by educational attainment become more evident.
- Approximately 62% of completers were earning more than the state average manufacturing wage three years out of college while only 50% of leavers earned more than the average. Additionally, completers were somewhat more likely to be working for four quarters (74%) compared to leavers (68%), three years out of college.
- Figure 2B illustrates that in their third year out of college, completers earned an average wage of $22,378, compared to the leavers average of $20,504.
- Figures 1A and 2B clearly display that completers earned higher wages, were more like to be working for four quarters,



and earned over the state average manufacturing wage. Although leavers earned slightly higher wages than completers initially, by the second year out of college the wage of completers had surpassed the wages of leavers.



- By the third year out of college, completers continued to widen the wage gap between themselves and the leavers. Thus, completing a vocational program has long term positive benefits. Figures 2A and 2B indicate that the gap is even greater among students under 25 years old; the differences in wages and employment rates by educational attainment become more evident.

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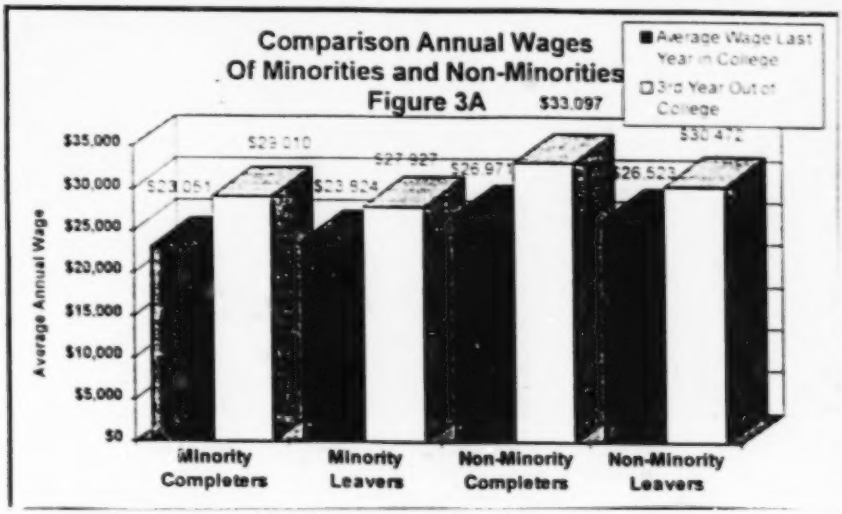
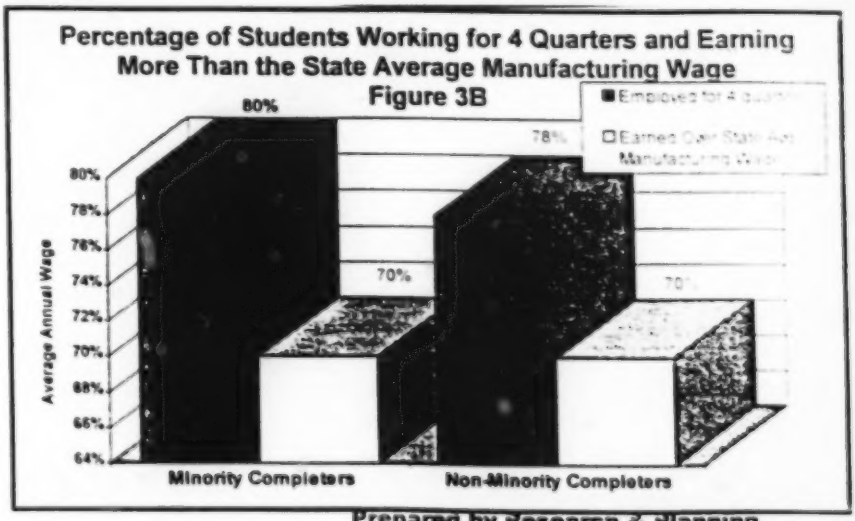
A Comparison of Annual Wages and Employment of Minorities and Non-Minorities

- Figure 3A illustrates that regardless of minority status, SDCCD students receiving a vocational certificate or associate degree (referred to as completers) earned higher wages by the third year after leaving college, and had a faster rate of wage gains compared to those who left without receiving a degree or certificate (referred to as leavers).



- As indicated by Figure 3A, at the end of three years minority completers earned less ($29,010) than non-minority completers ($33,097). Whereas non-minority completers started out earning higher wages in their last year of college, the same does non hold true for minorities.
- Minority leavers started out at a higher wage rate than completers, but by the second year out of college the wages of completers had begun to surpass those of leavers. By the end of the third year out of college, completers continued to widen the wage gap between themselves and leavers.
- Figure 3B illustrates that by the their third year out of college, a higher percentage of minority completers were employed for four quarters compared to non-minority completers.
- The vast majority of minority (80%) and non-minority (78%) completers were employed for four quarters three years out of college.
- The percentages of completers who earned more than the state average manufacturing wages was approximately 70% for both minority and non-minority students.
- According to Education Indicators, college educated young adults, regardless of race or gender, earned more than young adults with only a high school education. Among young working adults, the college educated not only earn more but are also more likely to be employed for four quarters than those who had only completed high school.
- Figures 3A and 3B clearly display that by their third year out of college, completers earned higher wages, were more likely to be working for four quarters, and were more likely to be earning over the state average manufacturing wage than leavers.
- Thus, completing a degree and/or vocational program has long term positive benefits for minorities and non-minorities.
- Figure 3B also reveals that a higher proportion of minority completers are employed full-time than are white (non-minority) completers.



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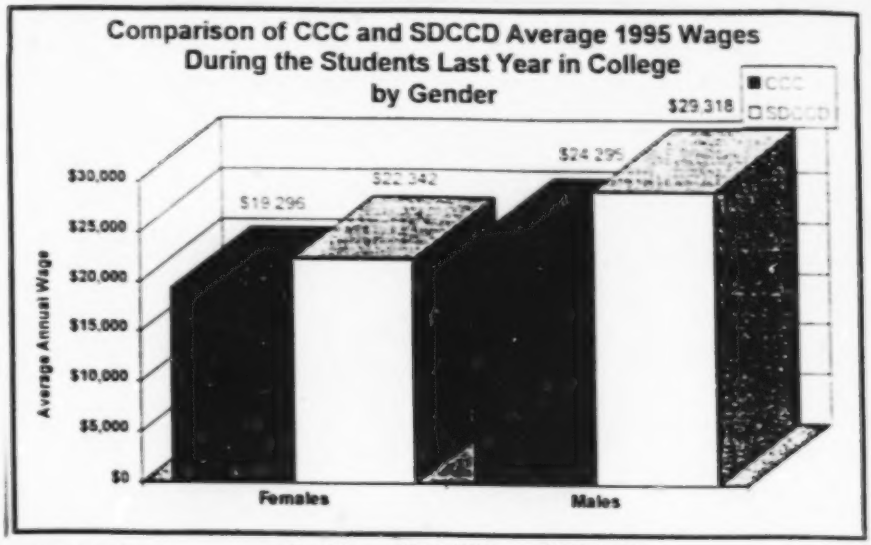
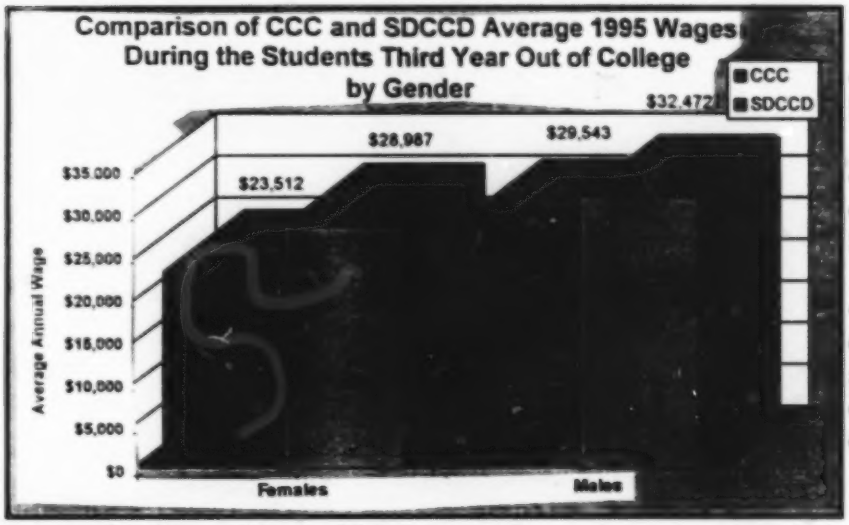
A Comparison of Earnings of California Community College and SDCCD Students by Gender, 1995



- This measure shows the avearge annual earnings of former community college students during the last year in college and during the third year out of college.

- These students were tracked for three years after leaving college. The graphs show earnings by gender in their last year of college and in the third year out of college.



- At the CCCs females earn $5,000 less compared to SDCCD females.

- CCC males, in the third year out of college, earn almost $3,000 less SDCCD males.

- In summary, SDCCD students earn significantly more than CCC students in both their last year in college and their third year out of college.

- While females generally earn less than males, at California's Community Colleges, (CCCs) females earn $3,000 less than their counterparts at the SDCCD in the first year out of college ($19,296 vs. $22,342).

- Males at CCCs earn an average of $5,000 less than their counterparts at the SDCCD in the first year out of college ($24,295 vs. $29,318).

CCC and SDCCD 1995 Earnings by Gender
Last Year in College and 3rd Year After College

Gender	*CCC*		*SDCCD*	
	Last Year	*Third Year*	*Last Year*	*Third Year*
Female	$19,296	$23,512	$22,342	$28,987
Male	$24,295	$29,543	$29,318	$32,472

Source: *Employment Development Department's Unemployment Insurance Wage Records*

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A Comparison of California Community College and SDCCD Students Under 25 Years of Age

- This measure shows the annual earnings of former community college students by age during the last year in college and in the third year out of college.

- The age that an individual leaves community college is a strong proxy variable for years of prior employment experience, and also a strong predictor of annual earnings.

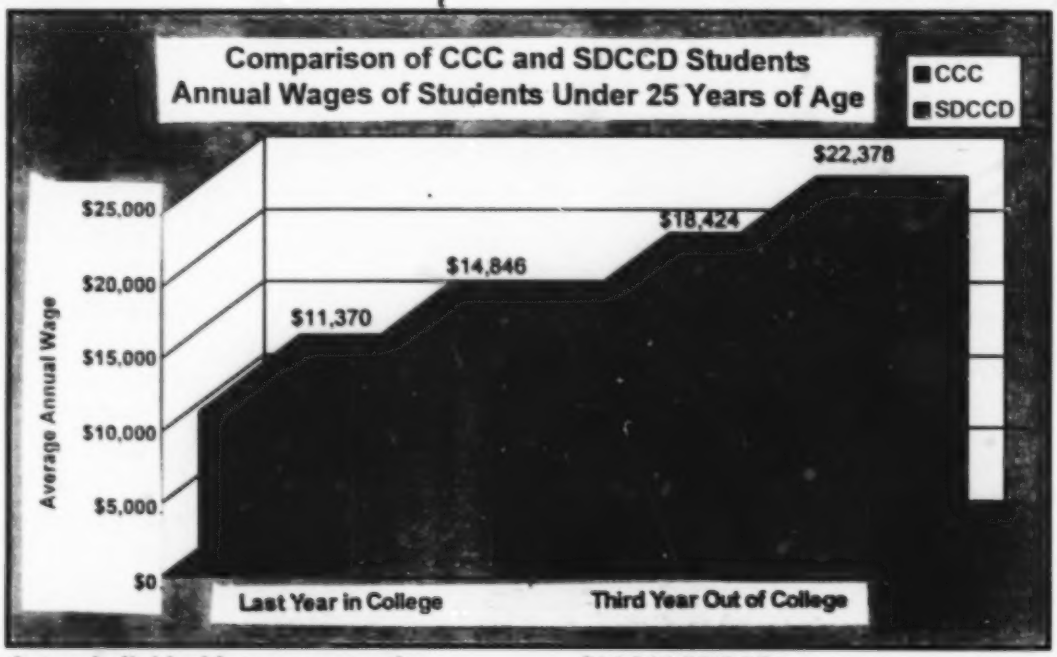
- For those students twenty-five years old and younger, earnings differed dramatically between the last year in college and the third year out of college.

- For all students under 25 years old at CCCs earnings were $7,000 higher in the third year out of college than they were in the last year of college ($11,370 vs. $18,424).

- For all students under 25 years old at the SDCCD earnings were also over $7,000 higher in the third year out of college as compared to the last year in college ($14,846. vs. $22,378).

- The difference in earnings between students attending CCCs and the SDCCD were significant. At the SDCCD students in their last year of college earn close to $3,500 more than their counterparts at CCC's ($11,370 CCC vs $14,846 SDCCD).

- Students at the SDCCD in the third year out of college earn almost $4,000 more than their counterparts at the CCC.



CCC and SDCCD 1995 Earnings of Students Under 25 Years of Age

District	Last Year in College	Third Year Out of College
CCC	$13, 689	$18,424
SDCCD	$14,846	$22,378

Source: *Employment Development Department's Unemployment Insurance Wage Records*

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